Exponential Medicine 2016
Live Stream Promotional Toolkit

Toolkit Contents:
Message from Daniel Kraft, MD - Founding Executive Director, Exponential Medicine
Sample promotional content for live remote watch parties
A message from Daniel Kraft, MD

Exponential Medicine is all about collaboration and imagination. We’re excited to partner with GuideWell to bring new ways to experience the Exponential Medicine content and community and catalyze new approaches to health and biomedicine.

By streaming the Exponential Medicine program across time zones, we will access the ideas and inspiration from our remote audience include them live in the global conversation on Twitter (#xMed) about the future of health and medicine. We appreciate your support and participation during this year’s Exponential Medicine program on October 8-11 in San Diego, CA.

If you’re hosting a watch party from your location and want to raise awareness/drive attendance to your event, please feel free to use the following pieces of content across your communication channels. Copy, paste, make any necessary tweaks!

We look forward to discovering and sharing ideas from across the world about the game-changing technologies shaping what’s now and next.

All the best,

Daniel Kraft, MD
Faculty Chair for Medicine & Neuroscience, Singularity University
Founding Executive Director, Exponential Medicine

This toolkit contains:
• Sample community email
• Sample social media content
• Sample fact sheet
• Sample press release
• Editable flyer for distribution
Sample Community Email

Dear (insert audience member name),

As we gather for this year’s Exponential Medicine program on October 8-11 in San Diego, CA, we want to include our remote audience for a live global conversation about the future of health and medicine. We’re hosting a watch party in/at (XX place/address) during (XX time), and would love for you to join us in contributing to the collective insight and wisdom on what’s currently in the labs, what’s evolving clinically, and what game-changing technologies are emerging in the next 2 to 10 years.

Since you are among the brightest minds solving the world’s toughest healthcare and medical challenges, we encourage you to join the live stream and engage with hundreds of fellow innovators, organizations and faculty tuning in from dozens of countries. This diverse group of global correspondents, influencers and participants (including you!) represent the rich biomedical and technology spectrum; and the discussion and conversation will be catalyzed on Twitter (with hashtag: #xmed) about topics ranging from mobile health and 3D printing, to AI, augmented reality, robotics, regenerative medicine, low cost genomics, large-scale bioinformatics, and beyond.

How to get involved:

- (if applicable) Join our watch party in/at (XX place/address) during (XX time).
- No matter where in the world you’re tuning in from, join us live from 8:30 AM to 7:00 PM PST on October 8-11: exponentialmedicine.com/livestream | Click here for your local time zone
- Be sure to engage via Twitter with the hashtag: #xmed
- View the 2016 Exponential Medicine program schedule

The engaging series of faculty talks, interviews, demos and in-depth discussions will be streamed live and looped overnight to reach all time zones across the world. Tune in live to keep your ear to the ground and contribute invaluable expertise, ask invigorating questions, and catalyze innovation.

Thank you for contributing to the collective power of exponential thinking. We look forward to having you join the live stream and global conversation on Twitter with the #xmedlive hashtag!

Kind regards,
(insert your name, organization name)
Sample Twitter Content

**BEFORE event, promoting livestream and global Twitter conversation**

- Enhance collective wisdom @ExponentialMed on Oct 8-11, global Twitter conversation w hashtag #xmed exponentialmedicine.com/livestream
- Sharing insights at #xMed is 2-way street for in-person + remote global participants. Looking fwd to seeing you at global watch party Oct 8-11! exponentialmedicine.com/livestream
- Welcoming all to join @ExponentialMed global #healthcare conversation via livestream and Twitter (use #xmed) on Oct 8-11. exponentialmedicine.com/livestream
- Join @ExponentialMed live stream powered by @_GuideWell on Oct 8-11, 4 days exploring future of #healthcare. exponentialmedicine.com/livestream #xMed
- Reimagine the future of #healthcare, tune into @ExponentialMed live stream powered by @_GuideWell on Oct 8-11. xMed exponentialmedicine.com/livestream

**DURING event, promoting livestream and global Twitter conversation**

- We're live @ExponentialMed! Join #xMed livestream, join global conversation on future of #healthcare exponentialmedicine.com/livestream
- Catalyze global conversation about #health + #medicine! We’d love you to join #xmed exponentialmedicine.com/livestream
- Expert in #biomedicine? Love to see your insights in our #xMed livestream + global Twitter conversation! exponentialmedicine.com/livestream
- We’re talking #digitalhealth, #genomics, more at #xMed. Thanks for joining livestream, global chat now! exponentialmedicine.com/livestream
- Experience what #xMed participants are experiencing. Join global, catalytic conversation on #healthcare via livestream: exponentialmedicine.com/livestream
- Join collective pwr of exponential thinking, welcome you to jump into #xMed livestream via @_GuideWell exponentialmedicine.com/livestream
- All time zones welcome to join @ExponentialMed livestream via @_GuideWell thru Oct 11. #xMed exponentialmedicine.com/livestream
Sample Facebook/LinkedIn Content

ONE WEEK PRIOR to event, promoting livestream and global Twitter conversation

• WATCH LIVE October 8-11 as the brightest minds from around the world convene to tackle the world’s toughest challenges in health and medicine.

  Be a part of the Exponential Medicine dialogue: post here or tweet #xmed. exponentialmedicine.com/livestream

• Since you’re among the brightest minds solving the world’s toughest healthcare and medical challenges, we encourage you to join the Exponential Medicine live stream and engage with hundreds of fellow innovators, organizations and faculty tuning in from dozens of countries.

  Tune in live and engage on Twitter (hashtag: #xmedlive) to discover the fast-moving, converging technologies shaping the future of health and medicine. The series of talks and demos will be streamed live and looped overnight to reach all time zones across the world. exponentialmedicine.com/livestream

• As we gather for this year’s Exponential Medicine program on October 8-11 in San Diego, CA, we want to include our remote audience for a live global conversation about the future of health and medicine.

  We need your help by tuning in live on Twitter (hashtag: #xmedlive) to catalyze the collective insight and wisdom on what’s currently in the labs, what’s evolving clinically, and what game-changing technologies are emerging in the next 2 to 10 years. exponentialmedicine.com/livestream

DURING event, promoting livestream and global Twitter conversation

• We’re live now from Exponential Medicine this year in San Diego, CA! Tune into the live stream powered by GuideWell, and jump in the catalytic global conversation on Twitter (hashtag: #xmedlive).

  Join the world’s brightest minds convening to solve the world’s toughest challenges across the biomedical and technology spectrum— from mobile health and 3D printing, to AI, augmented reality, robotics, regenerative medicine, low cost genomics, large-scale bioinformatics, and beyond. exponentialmedicine.com/livestream

• Reimagine the future of healthcare, tune into the Exponential Medicine live stream and global Twitter conversation (hashtag: #xmedlive) right now to discover the fast-moving, converging technologies shaping the future of health and medicine.

  Since you’re among the brightest minds solving the world’s toughest healthcare and medical challenges, we encourage you to join hundreds of fellow innovators, organizations and faculty tuning in from dozens of countries to enhance the collective wisdom. exponentialmedicine.com/livestream

#xMed
Sample Fact Sheet

Exponential Medicine Live Stream Powered by GuideWell
Fact Sheet

Location: Virtual; location-free across the world (tune in at URL below)

Web site: exponentialmedicine.com/livestream

Twitter Hashtag: #xmed

Concept: To increase access and spark a global conversation to the 2016 Exponential Medicine program on October 8-11 in San Diego, CA, GuideWell is powering the Exponential Medicine Live Stream.

Hundreds of global correspondents, influencers and viewers in dozens of countries across the world will come together through this multi-day live-streamed event and Twitter conversation (using the official hashtag: #xmed) for an unprecedented conversation on solving the world’s toughest challenges and game-changing technologies across the biomedical and technology spectrum—from mobile health and 3D printing, to AI, augmented reality, robotics, regenerative medicine, low cost genomics, large-scale bioinformatics, and beyond

Schedule: 2016 Exponential Medicine program schedule

Price: Free

Hours: Live 8:30 AM to 7:00 PM PST and looped overnight to reach all time zones across the world. Click here for your local time zone.

Conference Organizer: Singularity University

Live Stream Sponsor: GuideWell

Highlights: Faculty talks, interviews, demos and in-depth discussions showcasing game-changing technologies, clinical developments and conversations about the future of healthcare and medicine. Exponential thinking, insight sharing, and high dimension of interaction sparking new relationships, research, business concepts, and collaborations that can transform one’s practice, research endeavor, organization, industry, and planet.

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Sample Press Release

(insert organization logo)

FOR IMMEDIATE RELEASE

Contact: (insert first and last name)
(insert title, organization)
(insert email)
(insert phone number)

Exponential Medicine Live Stream Powered by GuideWell to Catalyze Global Conversation about Future of Health and Medicine

(JACKSONVILLE, Fla. — September XX, 2016) To increase global access to the 2016 Exponential Medicine program on October 8-11 in San Diego, Calif., GuideWell is powering the Exponential Medicine live stream.

Hundreds of global correspondents, influencers and viewers in dozens of countries across the world will come together through this multi-day, live-streamed event and Twitter conversation (using the official hashtag: #xmed) for an unprecedented conversation on solving the world’s toughest challenges and game-changing technologies across the biomedical and technology spectrum—from mobile health and 3D printing to AI, augmented reality, robotics, regenerative medicine, low cost genomics, large-scale bioinformatics and beyond.

“We are living in an fast moving, exponential age, where the convergence of rapidly developing technologies are enabling vast new capabilities that can radically improve and disrupt the future of health, prevention, and clinical practice, and address many of the grand challenges facing healthcare across the planet,” said Dr. Daniel Kraft, Founding Executive Director, Exponential Medicine. “Exponential Medicine is an intense four days of immersion in future-looking topics, hands-on experience, in-depth, late night, high energy discussions with remarkable and inspiring people passionately sharing their ideas, discoveries, aspirations, and invitations to join them.”

The engaging series of faculty talks, interviews, demos and in-depth discussions will be streamed live and looped overnight to reach all time zones across the world. Participants from every corner of the world are encouraged to tune in live on Twitter with the #xmed hashtag and contribute invaluable perspectives, ask invigorating questions and catalyze innovation.

Accessing the Exponential Medicine Live Stream:

• To join the 2016 Exponential Medicine Live Stream powered by GuideWell, please bookmark this link and tune in live from 8:30 AM to 7:30 PM PST on October 8-11: exponentialmedicine.com/livestream | Click here for your local time zone

• The official hashtag for participants around the world to share insights, pose questions and engage in the global conversation: #xmed

• View the 2016 Exponential Medicine program schedule (insert program schedule URL once ready)

About Exponential Medicine:
Founded by Dr. Daniel Kraft in 2011 and produced each year by Singularity University; Exponential Medicine is an immersive, hands-on program focused on the implications of breakthrough developments. Through an engaging series of faculty talks, interviews, hands-on experiences, demos and in-depth, beach-front late-night discussions, participants explore what’s currently in the labs, what’s evolving clinically, and what game changing technologies are emerging in the next 2 to 10 years.

About GuideWell:
GuideWell Mutual Holding Corporation (GuideWell) is a not-for-profit mutual holding company and the parent to a family of forward-thinking companies focused on transforming health care. The GuideWell organization includes the leading health insurance company in Florida, a number of health care delivery businesses, a consumer engagement company, and a provider of administrative services to state and federal health care programs. For more information, visit guidewell.com.

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#xMed